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Cancer Society Plans New Attack on Smoking

Hopes to Eliminate Cigaret Advertising and Make Warning Labels More Accurate

NEW YORK (AP)—The American Cancer Society, facing what it called unchanged social acceptance of cigaret smoking and zealous advertising, says it will try anew to change the nation's smoking habits.

The society's national board, assembled from 50 states, adopted a nine-point program that will stress that "giving up cigaret smoking is immediately rewarding and offers a more pleasurable and longer life."

Two key aspects of the program are:

"We should strive to secure the elimination of cigaret advertising in all media. It is hoped that this can be achieved by voluntary self-regulation and that governmental action will not be necessary."

Support Legislation

"We should . . . support federal legislation . . . including proposals to make the warning label on cigaret packages more accurate, to place warnings on all cigaret advertising and to require the industry to list on packages and in advertising the tar and nicotine content in cigarets."

In 1960, the society said, when it began its public education program, there were 36,520 lung cancer deaths. This year, the society said, 55,000 are expected; next year, 59,000.

The society said cigarets also have been linked to oral cancer and cancer of the larynx, esophagus and bladder and to cardievascular disease, chronic bronchitis and emphysema.

"While medical research has produced a clear picture of the threat of cigarets," the society said, "their social acceptability and the energy with which they are promoted have not been essentially reduced."

The society said it believes in the right of adults to decide if they will smoke, but added: "We do not see enough real freedom on this decision in our cigaret-infiltrated world,"

For youngsters, the society said, there is the example set by adult smokers, the lure of their contemporaries' smoking and "glamorous advertising." "The adult smoker finds his habit confirmed not only by each cigaret he smokes but by a variety of social pressures.

"Farmers, merchandisers, manufacturers, advertising agencies, newspapers, and magazines, publishers and broadcasters draw large income from cigarets," the society said. "Tax benefits are considerable to federal state and city government."

Those who cannot stop smoking cigarets, the society said, should be encouraged to use low tar and low nicotine cigarets or switch, without inhaling, to pipes or standard cigars.

"Pipe and cigar smokers run a risk of cancer of the mouth," the organization said, "but the increased over-all threat to their life is not very great."

The society listed these other elements of the new attempt:

—Enlist physicians, especially those who have quit smoking, into local campaigns.

—Push group withdrawal projects.

—Continue programs in primary and secondary schools, but make a careful evaluation of the results and of the teaching techniques and materials, nationally and locally.

—Continue a vigorous information program through films, television and radio messages, magazines, newspapers and brochures.

—Press for acceptance by broadcasters of the Federal Communications Commission ruling that the fairness doctrine covers cigaret advertising.

—Stimulate business and industry to help their employes stop smoking. The society mentioned company bonus programs and wider insurance premium reductions.

—Maintain support of research, including work on the development of less hazardous cigarets.

AMA Clinical Eye on Cigaret

MIAMI BEACH (UPI)—Three resolutions condemning cigaret smoking and television cigaret commercials were under study today by committees of the American Medical Association (AMA) at its 22nd clinical convention.

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